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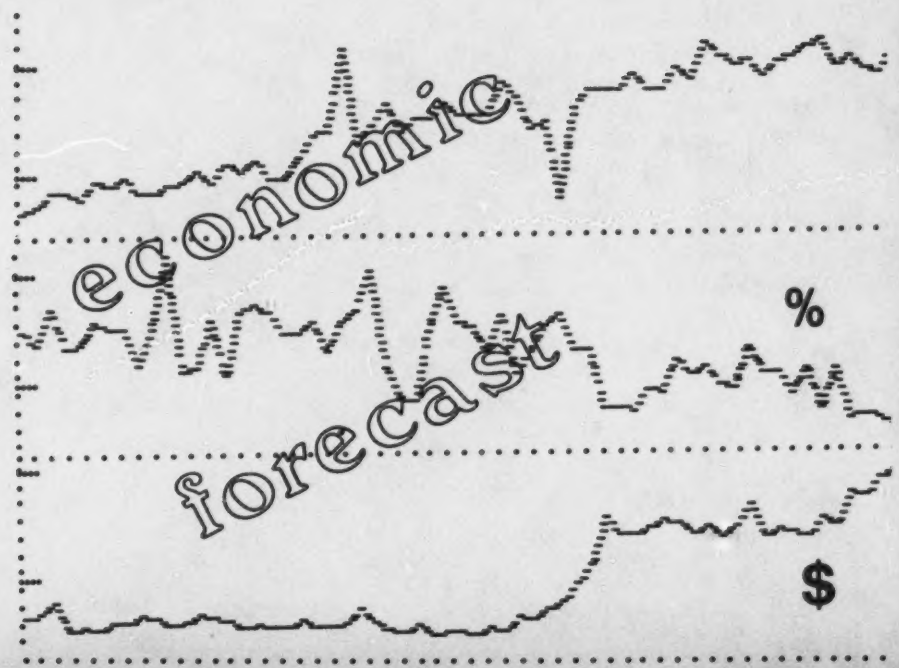
November 1983

JOB SERVICE WISCONSIN

Wisconsin Employment and Economic Indicators



WISCONSIN DATA AND SOURCES

	INDICATOR	SOURCE
L1	Average Work Week, Manufacturing	Wis. Dept. of Industry, Labor and Human Relations
L2	Average Overtime Hours, Mfg.	Wis. Dept. of Industry, Labor and Human Relations
L3	Average Weekly Initial Claims	Wis. Dept. of Industry, Labor and Human Relations
L4	Business Failures (Dollars)	Dun & Bradstreet, Inc.
L5	Business Failures (Number)	Dun & Bradstreet, Inc.
L6	New Business Incorporations	Wisconsin Secretary of State
L7	Net Gain in Business Phone Access Lines	Wis. Telephone Co. and General Telephone Co.
L8	Building Plans Examined	Wis. Dept. of Industry, Labor and Human Relations
C1	Help-Wanted Advertising Index (Milw.)	National Industrial Conference Board
C2	Total Unemployment Rate	Wis. Dept. of Industry, Labor and Human Relations
C3	Natural Gas Sales	Wisconsin Public Service Commission
C4	New Car Registrations	Wis. Department of Transportation
C5	Electric Power Sales	Wisconsin Public Service Commission
C6	Total Securities Registrations	Wisconsin Commissioner of Securities
C7	Personal Income	"Business Week," McGraw Hill
C8	Average Weekly Earnings, Mfg.	Wis. Dept. of Industry, Labor and Human Relations
C9	Cash Receipts From Farm Marketing	U.S. Department of Agriculture
C10	Contract Construction Employment	Wis. Dept. of Industry, Labor and Human Relations
X1	Birth Registrations	Wis. Department of Health and Social Services
X2	Death Registrations	Wis. Department of Health and Social Services
X3	Natural Net Gain in Population	Wis. Department of Health and Social Services
X4	Marriage Registrations	Wis. Department of Health and Social Services
X5	Consumer Price Index (Milwaukee)	U.S. Bureau of Labor Statistics
X6	Index of Prices Received By Farmers	Wisconsin Department of Agriculture
X7	Net Gain in Residential Phone Access Lines	Wis. Telephone Co. and General Telephone Co.
X8	Total Job Openings Received	Wis. Dept. of Industry, Labor and Human Relations
X9	Manufacturing Employment	Wis. Dept. of Industry, Labor and Human Relations

NOTES: Selected series are seasonally adjusted by the Bureau of the Census X-11 Variant of the Census Method II Seasonal Adjustment Program. The adjusted data are plotted on arithmetic scales.

SECTION A is a summary of recent data and current changes for all indicators and is presented in chart form. The indicators are presented with cyclical timing as the principle basis of classification.

SECTION B is a summary of Wisconsin Labor Force Estimates, including Employment, Unemployment and Unemployment Rates, and selected U.S. data.

SECTION C analyzes the Wisconsin labor force by industry and by specified Standard Metropolitan Statistical Areas.

SECTION D singles out certain economic time series as being leading or coinciding in relation to movements in aggregate economic activity. They are seasonally adjusted and presented graphically. The indicators are grouped by cyclical timing.

THE WISCONSIN ECONOMY

SUMMARY FOR OCTOBER

EMPLOYMENT THROUGHOUT WISCONSIN INCREASED IN OCTOBER, BUT NOT ENOUGH TO OFFSET AN INCREASE IN THE SIZE OF THE LABOR FORCE. THE EMPLOYMENT GAIN IS A POSITIVE TREND, SINCE EMPLOYMENT NORMALLY GOES DOWN A BIT IN OCTOBER. THE CIVILIAN LABOR FORCE GREW BY ALMOST 11,000 AT A TIME WHEN IT NORMALLY CONTRACTS.

LEADING INDICATORS

The length of the average workweek in manufacturing decreased by half an hour during October. A decrease in the average hours worked per week by production workers is usual in the September to October period. Even with seasonal adjustment, however, the trend in the workweek is down. The cause of the shorter workweek was a decrease in the average number of overtime hours per week, and that typically decreases in October.

The average number of weekly initial claims for unemployment compensation increased in October. The increase is less than expected when seasonal elements are factored in, thus the September to October trend is down.

New business incorporations declined in October, but only slightly. This October's 543 incorporations are still above the 503 level of one year ago. The number of new business incorporations usually peaks in spring and summer, and declines slightly until December.

The number of building plans examined by state officials grew by a hefty amount in October. Plans examined normally do increase in October, but this month's amount far exceeds the seasonal trend. This October's level is the largest since October of 1979, indicating a significant increase in commercial and industrial building construction.

OTHER INDICATORS

The help-wanted advertising index rose to 41 in October from 38 in the previous month. The index is calculated on a base year of 1967 equal to 100, and has been in the low and mid thirties most of the past two years.

New car registrations increased by over three-thousand during October. That increase exceeded the usual seasonal trend and this month's figure is the highest for the latest three Octobers.

The average weekly earnings in manufacturing increased only slightly in October. When adjusting for seasonal factors, the earnings trend is down a bit. The mild growth of earnings by production workers is probably the result of fewer overtime hours worked.

LABOR FORCE

Employment throughout the state increased in October. The gain was slight; about 3,200 more employed. Employment usually decreases in the September to October period, thus, any gain is more than just seasonally related. Significant employment gains in the local government sector, which is typical in October, offset losses in manufacturing and the service sectors. Unemployment also increased during October, and that increase amounted to about 7,700 more unemployed. A large portion of the growth in unemployment is probably due to labor force growth. With economic recovery, many workers who dropped out of the labor force return to seek employment, boosting both the labor force and unemployment figures.

Section

A WISCONSIN ECONOMIC INDICATORS

INDICATOR	UNIT	MONTHLY SERIES Latest Month		Mo/Ago	Yr/Ago	% CHANGE Mo/Ago	Yr/Ago	AVG. 1982
LEADING INDICATORS								
L1 AVG. WORK WEEK, MFG.								
Unadjusted	HOURS	41.1	Oct	41.6	39.4	-1.2	4.3	39.6
Seasonally Adjusted		41.1		41.5	39.4	-1.0	4.3	
L2 AVG. OVERTIME HOURS, MFG.								
Unadjusted	HOURS	3.2	Oct	3.7	2.2	-13.5	45.5	2.3
Seasonally Adjusted		3.0		3.2	2.1	-6.2	42.9	
L3 AVG. WEEKLY INITIAL CLAIMS								
Unadjusted	NUMBER	9,064	Oct	7,811	20,294	16.0	-55.3	16,424
Seasonally Adjusted		9,841		11,420	22,035	-13.8	-55.3	
L4 BUSINESS FAILURES								
Unadjusted	THOUS.	6,812	Jul82	6,635	2,614	2.7	160.6	-
Seasonally Adjusted	DOL.	11,972		4,836	4,596	147.6	160.5	
L5 BUSINESS FAILURES								
Unadjusted	NUMBER	29	Jul82	32	14	-9.4	107.1	-
Seasonally Adjusted		49		23	24	113.0	104.2	
L6 NEW BUSINESS INCORPORATIONS								
Unadjusted	NUMBER	543	Oct	555	503	-2.2	8.0	518
Seasonally Adjusted		557		563	516	-1.1	7.9	
L7 NET GAIN IN BUSINESS PHONE								
ACCESS LINES								
Unadjusted	NUMBER	-379	Oct	1,871	-27	-120.3	-1300.3	68
Seasonally Adjusted		82		1,580	-488	-94.8	116.8	
L8 BUILDING PLANS EXAMINED								
Unadjusted	NUMBER	481	Oct	315	281	52.7	71.2	219
Seasonally Adjusted		356		262	208	35.9	71.2	
ROUGHLY COINCIDENT INDICATORS								
C1 HELP-WANTED INDEX (MILW.)								
Seasonally Adjusted	INDEX	41	Oct	38	31	7.9	32.3	35
C2 UNEMPLOYMENT RATE, TOTAL								
Unadjusted	PERCENT	8.6	Oct	8.3	10.4	-	-	10.7
Seasonally Adjusted		9.2		9.0	11.6	-	-	
C3 NATURAL GAS SALES								
Unadjusted	MIL.	130.6	Sep	115.6	130.6	13.0	0.0	258.3
Seasonally Adjusted	THERMS	249.7		239.8	249.5	4.1	0.1	
C4 NEW CAR REGISTRATIONS								
Unadjusted	NUMBER	13,907	Oct	10,873	12,090	27.9	15.0	11,886
Seasonally Adjusted		12,728		10,961	11,058	16.1	15.1	
C5 ELECTRIC POWER SALES								
Unadjusted	MIL. KWH	1762.8	Sep	1959.7	1642.6	-10.0	7.3	1673.7
Seasonally Adjusted		1784.2		1859.3	1661.9	-4.0	7.4	

Section

A WISCONSIN ECONOMIC INDICATORS

INDICATOR	UNIT	MONTHLY SERIES Latest Month		Mo/Ago	Yr/Ago	% CHANGE Mo/Ago	Yr/Ago	AVG. 1982
C6 TOTAL SECURITIES REGISTRATIONS								
Unadjusted	MIL. DOL.	137.2	Oct	209.1	85.2	-34.4	61.0	73.4
Seasonally Adjusted		134.2		306.6	83.3	-56.2	61.1	
C7 PERSONAL INCOME								
Unadjusted	MIL. DOL.	4,387	Jul	4,422	4,190	-0.8	4.7	4,158
Seasonally Adjusted		4,400		4,409	4,201	-0.2	4.7	
C8 AVG. WEEKLY EARNINGS, MFG.								
Unadjusted	DOLLARS	404.01	Oct	402.27	375.03	0.4	7.7	371.03
Seasonally Adjusted		403.61		403.89	374.57	-0.1	7.8	
C9 CASH RECEIPTS FROM FARM MKTG.								
Unadjusted	MIL. DOL.	456.2	Aug	413.2	435.2	10.4	4.8	419.4
Seasonally Adjusted		439.5		398.1	419.1	10.4	4.9	
C10 CONTRACT CONSTRUCTION EMPL.								
Unadjusted	THOUS.	56.5	Oct	54.9	55.2	2.9	2.4	52.2
Seasonally Adjusted		51.0		49.5	49.9	3.0	2.2	
OTHER KEY INDICATORS								
X1 BIRTH REGISTRATIONS								
Unadjusted	NUMBER	6,128	Oct	6,628	5,690	-7.5	7.7	6,186
Seasonally Adjusted		6,318		6,218	5,864	1.6	7.7	
X2 DEATH REGISTRATIONS								
Unadjusted	NUMBER	3,285	Oct	3,278	3,183	0.2	3.2	3,336
Seasonally Adjusted		3,359		3,291	3,254	2.1	3.2	
X3 NATURAL NET GAIN POPULATION								
Unadjusted	NUMBER	2,843	Oct	3,350	2,507	-15.1	13.4	2,851
Seasonally Adjusted		2,955		2,913	2,606	1.4	13.4	
X4 MARRIAGE REGISTRATIONS								
Unadjusted	NUMBER	4,527	Oct	5,190	3,232	-12.8	40.1	3,517
Seasonally Adjusted		4,667		3,905	3,332	19.5	40.1	
X5 CONSUMER PRICE INDEX (MILW.)				(July)				
Unadjusted	INDEX	313.9	Sep	310.1	302.4	1.2	3.8	296.3
X6 PRICES RECEIVED BY FARMERS								
Unadjusted	INDEX	142	Oct	142	140	0.0	1.4	143
Seasonally Adjusted		141		142	139	-0.7	1.4	
X7 NET GAIN IN RESIDENTIAL PHONE *ACCESS LINES*								
Unadjusted	NUMBER	1,389	Oct	10,266	399	-86.5	248.1	-416
Seasonally Adjusted		458		6,229	-532	-92.6	186.1	
X8 TOTAL JOB OPENINGS REC.								
Unadjusted	NUMBER	8,101	Sep	11,123	6,637	-27.2	22.1	5,064
Seasonally Adjusted		6,184		7,420	5,068	-16.7	22.0	
X9 MANUFACTURING EMPL.								
Unadjusted	THOUS.	496.2	Oct	503.0	489.2	-1.4	1.4	496.8
Seasonally Adjusted		492.8		490.3	485.7	0.5	1.5	

Section

B

LABOR FORCE ESTIMATES

WISCONSIN LABOR FORCE ESTIMATES OCTOBER	(In Thousands)			Pct. Chg.	
	Latest Month	Month Ago	Year Ago	Month Ago	Year Ago
Unadjusted					
CIVILIAN LABOR FORCE	2438.8	2427.9	2460.3	0.4	-0.9
Employment (Inc. Labor Disputes)	2228.6	2225.4	2205.4	0.1	1.1
Unemployment	210.2	202.5	254.9	3.8	-17.5
Unemployment Rate	8.6	8.3	10.4	-	-
Seasonally Adjusted					
CIVILIAN LABOR FORCE	2419.6	2404.9	2445.8	0.6	-1.1
Employment (Inc. Labor Disputes)	2196.8	2189.3	2161.5	0.3	1.6
Unemployment	222.8	215.6	284.3	3.3	-21.6
Unemployment Rate	9.2	9.0	11.6	-	-

WISCONSIN EMPLOYMENT ESTIMATES OCTOBER	(In Thousands)			Pct. Chg.	
	Latest Month	Month Ago	Year Ago	Month Ago	Year Ago
TOTAL NONFARM WAGE AND SALARY WORKERS	1880.1	1878.6	1878.2	0.1	0.1
Unadjusted					
Manufacturing	485.8	495.5	488.5	-2.0	-0.6
Mining	2.5	2.4	2.1	4.2	19.0
Contract Construction	56.5	54.9	55.2	2.9	2.4
Transportation and Public Utilities	86.7	85.7	88.4	1.2	-1.9
Elec., Gas and Sanitary Services	16.9	17.0	17.1	-0.6	-1.2
Wholesale Trade	102.6	102.4	100.9	0.2	1.7
Retail Trade	334.6	333.7	334.6	0.3	0.0
General Merchandise	44.0	43.7	45.8	0.7	-3.9
Finance, Insurance and Real Estate	98.5	98.7	97.5	-0.2	1.0
Banking	27.1	27.1	26.6	0.0	1.9
Insurance	30.3	30.4	31.3	-0.3	-3.2
Service and Miscellaneous	390.9	393.1	388.2	-0.6	0.7
Hospitals	72.9	73.1	74.4	-0.3	-2.0
Private Education	24.5	24.1	25.7	1.7	-4.7
Government	322.0	312.4	322.8	3.1	-0.2
State Government	81.2	80.5	80.8	0.9	0.5
Local Government	212.9	203.8	214.3	4.5	-0.7

UNITED STATES LABOR FORCE ESTIMATES OCTOBER	(In Thousands)			Pct. Chg.	
	Latest Month	Month Ago	Year Ago	Month Ago	Year Ago
Seasonally Adjusted					
CIVILIAN LABOR FORCE	111,815	112,368	110,752	-0.5	1.0
Employment	101,928	101,945	99,176	-0.0	2.8
Unemployment	9,886	10,423	11,576	-5.2	-14.6
Unemployment Rate	8.8	9.3	10.5	-	-

MANUFACTURING EMPLOYMENT *(Unadjusted)* OCTOBER	(In Thousands)		
	Latest Month	Month Ago	Year Ago
All Manufacturing (Including Canning)	485.8	495.5	488.5
All Manufacturing (Excluding Canning)	471.0	472.4	471.2
Durable Goods	294.2	295.3	296.2
Lumber and Wood Prod., (Except Furniture)	21.3	21.6	19.2
Sawmills and Planning Mills	2.5	2.5	2.5
Millwork, Veneer, Plywood & Prefab. Wood Prod.	10.0	10.2	8.8
Furniture and Fixtures	9.1	9.1	8.4
Household Furniture	4.0	4.1	3.8
Stone, Clay and Glass Products	7.3	7.6	7.3
Concrete, Gypsum and Plaster Products	3.2	3.3	3.4
Primary Metal Industries	19.0	19.0	17.2
Iron and Steel Foundries	10.7	10.7	9.4
Fabricated Metal Products	47.2	48.7	47.5
Heating Equipment (Except Electrical) & Plumbing Fixtures	3.8	5.6	5.4
Fabricated Structural Metal Products	11.0	10.9	11.2
Metal Stampings	12.4	12.5	12.2
Machinery (Except Electrical)	87.4	87.3	97.5
Engines and Turbines	11.5	11.7	20.5
Farm Machinery and Equipment	14.6	14.5	15.0
Const., Min. & Material Handling Mach. & Equip.	13.3	13.2	11.7
Metalworking Machinery and Equipment	9.8	9.7	10.5
Special Industry Machinery (Except Metalworking)	8.9	9.0	10.0
General Industrial Machinery and Equipment	12.6	12.5	12.6
Service Industry Machines	7.2	7.2	7.6
Electrical Machinery, Equipment and Supplies	49.2	49.1	48.3
Electrical Industrial Apparatus	16.2	16.1	17.2
Household Appliances	6.7	6.8	6.6
Transportation Equipment	34.2	33.4	30.5
Motor Vehicles and Equipment	28.7	28.2	25.1
Instruments and Related Products	9.7	9.7	10.4
Miscellaneous Manufacturing	9.7	9.8	9.8
Nondurable Goods	191.7	200.2	192.3
Food and Kindred Products	66.3	74.7	69.5
Meat Products	13.9	13.9	13.2
Dairy Products	16.9	16.9	17.1
Canning and Preserving	14.9	23.1	17.3
Bakery Products	4.3	4.4	4.5
Beverage Industries	9.8	9.9	10.8
Textile Mill Products	4.6	4.6	4.4
Knitting Mills	3.8	3.8	3.6
Apparel and Other Finished Products	6.1	6.1	5.9
Paper and Allied Products	47.0	47.0	46.5
Pulp and Paper Mills	29.6	29.5	29.4
Converted Paper and Paperboard Products	9.3	9.4	9.0
Paperboard Containers and Boxes	7.0	7.1	6.9
Printing, Publishing and Allied Industries	32.1	32.1	31.7
Newspapers	10.6	10.6	10.5
Commercial Printing	13.1	13.0	12.6
Chemicals and Allied Products	9.5	9.6	9.6
Rubber and Misc. Plastics Products	17.1	17.1	15.9
Miscellaneous Plastics Products	12.9	12.9	12.0
Leather and Leather Products	8.6	8.7	8.5
Leather Tanning and Finishing	2.5	2.6	2.4
Footwear (Except Rubber)	4.4	4.4	4.5
Other Nondurable Goods	0.3	0.3	0.3

Section

C WISCONSIN EARNINGS AND HOURS DATA

EARNINGS AND HOURS *(Unadjusted)* OCTOBER	Average Weekly Earnings			Average Weekly Hours		
	Latest Month	Mo. Ago	Yr. Ago	Latest Month	Mo. Ago	Yr. Ago
All Manufacturing (Incl. Canning)	$404	$402	$375	41.1	41.6	39.4
All Manufacturing (Excl. Canning)	411	412	384	41.4	41.4	39.7
Durable Goods	412	412	386	41.2	41.2	39.3
Lumber/Wood Prod. (Exc. Furn.)	303	309	275	41.1	42.0	39.4
Furniture and Fixtures	312	316	270	42.0	42.3	38.5
Stone, Clay and Glass Products	376	382	386	41.9	42.0	42.3
Primary Metal Industries	389	387	354	40.9	40.8	38.0
Iron and Steel Foundries	404	396	365	41.2	41.0	39.1
Fabricated Metal Products	400	403	376	40.6	40.7	39.2
Fab. Structural Metal Prod.	422	415	377	42.0	41.5	39.9
Metal Stampings	365	376	355	38.3	39.6	38.0
Machinery (Except Electrical)	449	444	434	41.2	41.0	39.2
Engines and Turbines	438	439	468	40.0	40.2	38.6
Farm Machinery and Equip.	511	507	486	42.5	42.2	40.2
Const. and Related Mach.	466	470	431	41.1	40.9	38.5
Metalworking Mach. and Equip.	445	434	410	40.7	39.9	39.0
Spec. Ind. Mach. (Exc. Metal).	469	474	454	43.4	44.3	42.8
Gen. Industrial Mach. and Equip.	458	457	440	40.5	40.6	38.8
Electrical Mach., Equip. and Supp.	382	382	351	40.9	40.9	38.7
Electrical Industrial Apparatus	415	419	380	41.4	42.2	38.5
Transportation Equipment	557	567	512	42.9	42.4	41.3
Instruments and Related Prod.	343	342	282	39.1	38.0	35.3
Nondurable Goods	391	388	359	40.8	42.2	39.7
Food and Kindred Products	358	351	332	38.5	42.2	38.3
Meat Products	408	421	394	40.4	41.2	39.0
Dairy Products	368	375	356	39.9	40.7	40.2
Textile Mill Products	277	267	245	41.0	39.0	38.7
Apparel and Other Fin. Prod.	228	231	198	38.6	39.2	37.3
Paper and Allied Products	490	491	449	45.2	45.3	43.9
Pulp and Paper Mills	529	526	479	46.5	46.2	44.7
Printing, Pub. and Allied Prod.	452	462	407	40.5	40.6	38.5
Chemicals and Allied Products	443	434	401	42.6	42.4	39.9
Rubber and Misc. Plastics Prod.	325	326	307	39.8	40.2	39.1
Leather and Leather Products.	258	262	239	39.2	39.5	36.9

Section

C WISCONSIN EARNINGS AND HOURS DATA

EARNINGS AND HOURS *(Unadjusted)* OCTOBER	Average Hourly Earnings Including O.T.			Average Hourly Earnings Excluding O.T.		
	Latest Month	Mo. Ago	Yr. Ago	Latest Month	Mo. Ago	Yr. Ago
All Manufacturing (Incl. Canning)	9.83	9.67	9.51	9.45	9.31	9.26
All Manufacturing (Excl. Canning)	9.93	9.95	9.67	9.55	9.56	9.41
Durable Goods	9.99	10.01	9.83	9.67	9.70	9.65
Lumber/Wood Prod. (Exc. Furn.)	7.37	7.36	6.99	7.21	7.16	6.96
Furniture and Fixtures	7.43	7.46	7.01	7.38	7.37	-
Stone, Clay and Glass Products	8.97	9.10	9.13	8.68	8.86	8.94
Primary Metal Industries	9.51	9.48	9.31	9.21	9.20	9.18
Iron and Steel Foundries	9.81	9.66	9.34	9.50	9.40	9.16
Fabricated Metal Products	9.86	9.89	9.59	9.47	9.48	9.33
Fab. Structural Metal Prod.	10.05	9.99	9.45	9.71	9.67	9.24
Metal Stampings	9.52	9.49	9.34	9.34	9.25	9.25
Machinery (Except Electrical)	10.89	10.84	11.07	10.63	10.64	10.94
Engines and Turbines	10.94	10.92	12.12	10.70	10.68	12.04
Farm Machinery and Equip.	12.03	12.01	12.10	11.78	11.79	11.90
Const. and Related Mach.	11.35	11.49	11.20	11.21	11.32	11.10
Metalworking Mach. and Equip.	10.94	10.87	10.54	10.57	10.66	10.40
Spec. Ind. Mach. (Exc. Metal) .	10.81	10.71	10.59	10.43	10.41	10.35
Gen. Industrial Mach. and Equip.	11.31	11.26	11.32	11.02	11.00	11.18
Electrical Mach., Equip. and Supp.	9.33	9.33	9.07	9.09	9.14	8.96
Electrical Industrial Apparatus	10.03	9.92	9.88	9.81	9.69	9.78
Transportation Equipment	12.99	13.37	12.40	12.39	12.70	11.95
Instruments and Related Prod.	8.78	8.99	7.98	8.60	8.79	-
Nondurable Goods	9.58	9.19	9.04	9.11	8.73	8.63
Food and Kindred Products	9.29	8.31	8.66	8.82	7.92	8.22
Meat Products	10.09	10.21	10.09	9.54	9.59	9.57
Dairy Products	9.23	9.22	8.84	8.86	8.81	8.49
Textile Mill Products	6.75	6.84	6.33	6.53	6.62	6.18
Apparel and Other Fin. Prod.	5.90	5.90	5.33	5.71	5.50	5.25
Paper and Allied Products	10.83	10.83	10.23	10.31	10.28	9.74
Pulp and Paper Mills	11.38	11.38	10.70	10.82	10.82	10.16
Printing, Pub. and Allied Prod.	11.17	11.38	10.58	-	-	-
Chemicals and Allied Products	10.40	10.23	10.04	10.17	9.97	9.88
Rubber and Misc. Plastics Prod.	8.16	8.12	7.85	7.89	7.83	7.67
Leather and Leather Products.	6.57	6.63	6.48	6.45	6.41	6.43

Section

C SUMMARY OF RECENT WISCONSIN DATA

EARNINGS AND HOURS, MFG. Production Workers (Unadjusted) OCTOBER	Average Weekly Earnings			Average Weekly Hours			Average Hourly Earnings Including O.T.			Average Hourly Earnings Excluding O.T.	
	Latest Month	Month Ago	Year Ago	Latest Month	Month Ago	Year Ago	Latest Month	Month Ago	Year Ago	Latest Month	Month Ago
United States	$363	$363	$334	40.7	40.8	39.0	8.91	8.90	8.56	-	-
Wisconsin	404	402	375	41.1	41.6	39.4	9.83	9.67	9.51	9.45	9.31
Selected Areas											
Appleton-Oshkosh (Calumet-Winnebago-Outagamie)	404	406	371	42.4	43.0	41.5	9.53	9.45	8.94	9.14	9.02
Beloit (City)	448	447	404	47.3	46.8	42.8	9.45	9.54	9.43	-	-
Eau Claire (Eau Claire-Chippewa)	393	384	369	41.4	40.9	39.8	9.50	9.39	9.28	9.20	9.08
Fond du Lac (County)	353	356	307	40.2	41.2	37.4	8.79	8.64	8.22	8.66	8.41
Green Bay (Brown County)	427	427	412	41.4	42.3	41.3	10.32	10.09	9.97	9.75	9.60
Janesville (City)	603	586	442	45.5	41.0	38.5	13.26	14.30	11.48	12.75	14.03
Janesville-Beloit (Rock County)	510	501	394	44.7	42.2	39.7	11.40	11.88	9.90	10.90	11.55
Kenosha (County)	489	515	501	41.3	42.6	41.3	11.84	12.08	12.12	11.31	11.27
La Crosse (County)	350	340	342	38.9	39.1	39.0	9.00	8.70	8.76	8.74	8.27
Madison (Dane County)	377	379	365	39.8	41.2	39.1	9.46	9.21	9.35	9.06	8.69
Manitowoc (County)	310	320	277	37.6	38.4	36.2	8.25	8.32	7.65	8.10	8.08
Milwaukee (Milwaukee-Ozaukee-Waukesha-Washington)	447	442	413	41.3	41.0	39.0	10.82	10.79	10.59	10.39	10.39
Racine (County)	419	420	406	40.8	41.1	39.9	10.26	10.22	10.19	9.90	9.88
Sheboygan (County)	371	376	346	40.3	40.4	39.2	9.20	9.31	8.83	8.76	9.01
Wausau (Marathon County)	386	393	375	41.4	42.4	41.7	9.33	9.28	9.00	8.88	8.82

EMPLOYMENT, MFG. (Unadjusted) OCTOBER	(In Thousands)			Percent Change	
	Latest Month	Month Ago	Year Ago	Month Ago	Year Ago
United States	19,195.0	19,148.0	18,504.0	0.2	3.7
Wisconsin	485.8	495.5	488.5	-2.0	-0.6
Selected Areas					
Appleton-Oshkosh (Calumet-Winnebago-Outagamie)	44.6	44.6	42.9	0.0	4.0
Beloit (City)	5.7	5.7	6.2	0.0	-8.1
Eau Claire (Eau Claire-Chippewa)	9.1	9.0	8.6	1.1	5.8
Fond du Lac (County)	10.0	10.3	10.6	-2.9	-5.7
Green Bay (Brown County)	21.3	21.9	21.8	-2.7	-2.3
Janesville (City)	10.6	10.5	8.6	1.0	23.3
Janesville-Beloit (Rock County)	18.9	18.8	17.2	0.5	9.9
Kenosha (County)	18.6	18.1	17.0	2.8	9.4
La Crosse (County)	9.8	9.9	9.9	-1.0	-1.0
Madison (Dane County)	19.4	19.5	19.1	-0.5	1.6
Manitowoc (County)	12.2	12.3	11.0	-0.8	10.9
Milwaukee (Milwaukee-Ozaukee-Waukesha-Washington)	155.6	155.1	165.2	0.3	-5.8
Racine (County)	23.4	23.4	22.6	0.0	3.5
Sheboygan (County)	16.1	18.7	17.8	-13.9	-9.6
Wausau (Marathon County)	11.4	11.4	10.6	0.0	7.5

WISCONSIN'S ECONOMIC OUTLOOK

by David H. Peterson
Department of Revenue

The national economy continues to show strength as the recovery enters its fourth quarter. Most indicators point toward a good business year in 1984, with real (inflation-adjusted) GNP expanding at 5.5%, falling unemployment and interest rates, and new car sales climbing from this year's 9.2 million units. But the outlook beyond 1984 is less sanguine. The major question for 1985 centers on the federal budget deficit, which threatens to absorb a dangerously large share of available credit, thereby driving up interest rates and curtailing growth in housing, autos and other credit-sensitive industries.

While most indicators continue to point toward steady economic expansion for the balance of 1983 and in 1984, there were also some signs of a possible slowdown in the rate of growth. Real consumer spending grew at an annual rate of only 2.9% in the last three months, auto sales in the first 20 days of October recorded an annualized volume 7.2 million units, and unemployment insurance claims rose slightly in October.

Strong points in the national economy include industrial production, which posted an annualized growth rate of 21.5% over the last three months, and a sharp rise in nonresidential construction in August.

Wisconsin has joined the recovery, but at a less robust pace than the nation as a whole. After a loss of over 100,000 jobs from 1980 to the first quarter of 1983, modest growth in employment at a rate of under 1% occurred during the second and third quarters of this year. The pace of job expansion is expected to increase to 3.5% in 1984 before slipping to an estimated 3.0% in 1985.

The momentum of the current expansion will continue to boost employment and consumer purchasing power during the upcoming year. A further stimulus is expected to come from capital spending by business, which will be fueled by the improved retail outlook, substantial profit gains in 1983 and the investment incentives created by 1981 federal tax legislation, producing a growth of 8.6% for real nonresidential fixed investment in 1984.

The major problem on the economic horizon remains the outlook for interest rates, with the prime projected at about 10% by summer. However, longer-term interest rate prospects are less comforting.

The 1984 scenario also hinges on a number of variables that may or may not play a decisive role. On the negative side, international developments could drastically alter the picture. For example, an intensification of military activity in the Middle East could disrupt oil supplies, triggering a new energy price surge. The massive problems of debtor na-tions, such as Brazil, Mexico and Argentina also pose a major risk to the stable growth scenario. On the positive side, the current pace of economic expansion could intensify, thereby improving the outlook for 1984.

The record $185 billion federal budget deficit recorded in fiscal year 1983 is widely regarded as a

harbinger of more bad deficit news to come. Concern about the long-term implications of the federal budget imbalance continues to figure centrally in economic forecasts.

Key factors driving up the federal deficit include reduced receipts attributable, in part, to structural tax changes and major increases in federal spending, especially for debt service and national defense. The debt service factor is especially compelling as old debt is rolled over into new debt at higher interest rates and as the debt load increases.

Political considerations are also an obvious factor in the equation. Tax increases and spending cuts are unpalatable in a pre-election year; the strength of the recovery going into 1984 offers policymakers the luxury of deferring action.

Yet the failure to stem the federal deficit is not without cost. It's estimated that the deficit has boosted real interest rates by between 1.5% and 3.0%. This, in turn, has reduced housing starts by an estimated 300,000 units and auto sales by about 500,000 units per year.

Expressed as a percentage of GNP, the federal deficit grew from 2.1% in 1981 to 4.8% in 1982 and, failing Congressional action, it could remain at 5.0% or higher for 1983 through 1986. Given the fact that net private domestic savings typically amount to little more than 7% of GNP, federal budget deficits that absorb 5% to 6% of GNP would clearly represent a substantial burden on the economy.

Forecasts trace a strong cyclical recovery in 1984 that loses strength in 1985. The nation's money supply is expected to remain within the target ranges established by the Federal Reserve Board. Housing starts are projected to fall from the third quarter of 1983 high-water mark of 1.79 million units to an average 1.76 million units in 1984 and to 1.62 million units in 1985.

After a summer pause, consumption growth is expected to rise 5% in the waning months of 1983 in response to larger supplies of popular car models and steady income gains. Consumption spending is projected to rise an average of 2.7% in 1984 and 2.1% in 1985.

The forecast shows the unemployment rate dipping just below 8.0% by early 1985, followed by a slight rise later in the year as economic expansion slips below the potential growth level.

The national forecast is based on the assumption that foreign oil prices will remain steady in 1984, followed by a 3.8% price increase in 1985. It also assumes that other industrial nations will post an average 3.3% real economic growth rate in each of the next three years, following a 1% gain in 1983.

The inflationary outlook is mixed, but there is little likelihood of a return to the double-digit levels of two years ago. The consumer price index (CPI) for all of 1983 is likely to remain under 3.5% However, prices are expected to accelerate 5.8% during the current quarter in response to a sharp rise in food costs. The CPI is projected to be in the 5.0% to 5.5% range for 1984 and 1985.

Wisconsin Economic Outlook

Third quarter employment figures indicate that the Wisconsin economy has started to turn the cor-

corner towards recovery, but is not yet growing as rapidly as the national economy. After six consecutive quarters of decline, total nonfarm employment increased by 4,600 in the second quarter of this year and maintained that level in the third quarter, after accounting for the unusually significant impact of labor disputes during the July-September period. On an annual average basis employment this year will be down 1.1% from the average of 1982. However, total employment is expected to finish this year at the level 1.862 million, a modest 0.8% growth over the fourth quarter of 1982.

The continued growth of the national economy should produce employment gains in Wisconsin at an increased rate throughout 1984 and 1985. Employment in Wisconsin is expected to grow by 3.5% next year, slightly less than the projected national growth in employment of 3.7%.

As the pace of the national recovery slows in 1985, total job growth in Wisconsin is also expected to slow to a rate of 3.0%.

The pattern of the national recovery points toward a strong showing for durable manufacturers next year. Employment levels should average 318,500, which is an 8.4% increase over the badly depressed level of 1982. Durable manufacturing employment should continue to grow in 1985 but at a slower rate of 3.9%. However, the levels of employment in durable manufacturing will remain well below the peak levels of employment prior to the onset of a devastating three-year slide. Durable manufacturing employment is expected to reach the level of 325,600 by the end of 1985. This level is 72,400 below the number of jobs in durable manufacturing at the end of 1979.

Nondurable manufacturing industries in Wisconsin are not expected to grow as fast as durables. This is due in part to the fact that nondurable goods industries have not declined as much during the recession. Peak employment in nondurables for Wisconsin was 185,600 in the first quarter this year. This represents a 6.3% decline, compared to a 27.8% decline in durable manufacturing jobs. With this relative measure of the impact of the last recession in mind, it is apparent that nondurables have less room for recovery and growth. Seventy-five percent of the total employment in Wisconsin nondurable goods industries is concentrated in the food, paper, and in printing and publishing industries. The food and the printing and publishing industries are particularly immune to the whims of the business cycle. Total employment in Wisconsin nondurables are expected to decline by 0.8% this year and to then grow by 1.1% next year and by 0.9% in 1985.

In Wisconsin's nonmanufacturing sector the construction, finance, insurance, real estate, trade, and service groups are all expected to show healthy employment gains. Construction employment is expected to grow by 11.5% next year and by 10.4% in 1985. These high growth rates are associated with an expected recovery in housing and nonresidential construction. Housing permits in Wisconsin are forecast to reach the level of 20,500 in 1984, a gain of 19.2% over this year. Construction employment is similar to durable goods employment, however, in that severe job losses over the past few years temper any optimism about a return to the boom years of the late 1970's. Peak construction employment occurred in the third quarter of 1979 at 82,200. At the lowest point of the recent business cycle in the second quar-

(Continued on back cover)

WISCONSIN MANUFACTURING EMPLOYMENT FORECAST: INDUSTRY DETAIL
(Thousands of Workers, SA*)

	1982	1983:3	1983:4	1983	1984:1	1984:2	1984:3	1984:4	1984	1985
All Manufacturing	494.8	478.5	487.2	479.3	498.1	505.0	510.4	514.7	507.1	521.2
% Change	-8.6	-0.1	7.5	-3.5	9.3	5.6	4.3	3.5	5.8	2.8
Durables	308.8	292.5	299.9	292.8	310.2	316.5	321.6	325.6	318.4	331.0
% Change	-12.5	1.4	10.4	-5.3	14.5	8.4	6.2	5.1	8.4	3.9
Lumber & Products	18.8	21.2	21.8	20.7	21.8	22.2	22.8	23.2	22.5	23.2
% Change	-5.6	15.7	12.1	9.4	0.1	7.9	11.0	7.3	8.3	3.0
Stone, Clay & Glass	7.2	7.1	7.2	7.0	7.2	7.4	7.5	7.7	7.5	8.1
% Change	-12.5	9.7	5.3	-2.9	1.0	6.9	10.3	10.1	6.3	7.9
Primary Metals	20.2	18.5	19.3	18.2	20.2	21.0	21.5	22.0	21.2	22.6
% Change	-23.3	17.3	17.9	-10.3	20.9	15.5	11.0	8.6	15.1	6.6
Fabricated Metals	49.8	48.1	48.5	47.6	50.4	50.9	51.2	51.5	51.0	52.2
% Change	-13.1	7.7	3.3	-4.5	16.9	3.6	2.7	2.3	7.0	2.3
Nonelectrical Mach.	104.6	89.3	92.2	91.8	97.8	101.0	103.7	105.8	102.1	108.3
% Change	-12.7	-18.1	13.4	-13.1	26.6	13.9	11.0	8.6	10.6	6.0
Electrical Mach.	49.6	48.6	50.3	48.2	51.6	52.6	53.1	53.3	52.7	53.4
% Change	-10.9	13.3	14.8	-3.0	11.4	7.4	4.4	1.6	8.9	1.4
Trans. Equipment	29.0	31.6	32.1	31.2	32.4	32.6	32.5	32.6	32.5	32.5
% Change	-14.1	19.6	6.9	7.2	3.7	2.4	-1.1	0.6	4.2	0.1
Other Durables	29.6	28.1	28.5	28.2	28.6	28.9	29.2	29.5	29.0	30.6
% Change	-8.8	2.7	4.9	-4.8	2.6	3.0	4.3	4.3	3.1	5.2
Nondurables	188.0	186.0	187.3	186.5	187.9	188.5	188.8	189.1	188.6	190.2
% Change	-2.8	-2.4	3.0	-0.8	1.3	1.2	0.5	0.7	1.1	0.9
Food & Products	64.7	61.8	61.8	62.7	61.7	62.0	62.2	62.2	62.0	62.2
% Change	-0.9	-11.0	-0.0	-3.2	-0.7	2.0	1.1	0.2	-1.0	0.4
Paper & Products	46.7	46.4	46.7	46.5	46.7	46.6	46.4	46.3	46.5	46.7
% Change	3.1	-3.4	2.6	-0.4	0.1	-0.7	-1.8	-0.7	0.0	0.5
Printing & Publ.	31.8	32.1	32.4	32.1	32.6	32.8	32.9	33.3	32.9	34.0
% Change	-1.1	0.6	3.9	0.8	2.8	1.8	2.4	3.9	2.5	3.2
Chemicals & Prod.	9.7	9.6	9.6	9.5	9.6	9.6	9.6	9.5	9.6	9.4
% Change	3.8	1.5	0.8	-1.4	1.4	0.3	-1.1	-1.9	0.7	-2.5
Rubber & Plastics	16.3	16.7	16.9	16.6	17.0	17.2	17.2	17.3	17.2	17.4
% Change	-7.1	7.9	4.0	1.9	4.0	2.5	1.7	0.7	3.4	1.2
Other Nondurables	18.9	19.4	20.0	19.2	20.3	20.4	20.5	20.5	20.4	20.6
% Change	-6.8	15.5	12.7	1.9	6.1	1.8	0.5	1.4	6.2	0.9

*SA: Seasonally Adjusted

WISCONSIN ECONOMIC FORECAST
Components of Personal Income ($ billions)

	1982	1983	1984	1985
Wages and Salaries	29.0	30.2	32.7	35.3
Farm Income (before invnt. adj.)	0.5	0.5	0.6	0.8
Nonwage, Nonfarm Income	20.1	21.2	23.0	25.2
Total Personal Income*	49.6	51.9	56.3	61.3
% Change	3.5	4.6	8.5	8.9
Total Personal Income (1972 dollars)	24.5	24.3	25.1	26.0
% Change	-0.8	-0.5	3.2	3.6
Real Income Per Capita	5,115	5,056	5,182	5,335
% Change	-1.4	-1.2	2.5	3.0
Employment (Thousands of Workers, Annual Average)				
Manufacturing-Durable	308.8	292.8	318.5	331.0
% Change	-12.5	-5.3	8.4	3.9
Manufacturing-Nondurable	188.0	186.5	188.6	190.2
% Change	-2.8	-0.8	1.1	0.9
Mining	1.8	2.0	2.3	2.4
% Change	-16.4	10.1	12.6	6.4
Construction	52.1	47.0	52.7	58.5
% Change	-15.3	-10.3	11.5	10.4
Trans., Comm., Utilities	87.0	83.2	85.4	87.7
% Change	-3.9	-4.5	2.6	2.8
Finance, Insurance, Real Estate	97.0	98.5	102.1	104.7
% Change	1.4	1.6	3.6	2.5
Trade	429.2	430.5	445.6	461.0
% Change	-0.7	0.3	3.5	3.4
Services	383.4	388.8	400.7	417.5
% Change	2.2	1.4	3.0	4.1
All Government (Civilian)	319.0	316.8	315.8	317.4
% Change	0.1	-0.7	-0.3	0.5
Total Employment (Nonfarm)	1,866.3	1,846.1	1,911.6	1,970.6
% Change	-2.7	-1.1	3.5	3.0

*Adjusted to exclude inventory valuations and nonmoney income in farm income.

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(Continued from Page 11)

ter of 1983, Wisconsin construction employment measured 45,700, a sustained decline of 44.4 percent. Even with a robust recovery for construction employment, the average number of jobs in 1985 is projected at 58,800, still 23,700 jobs short of the peak level in 1979.

Employment projections for such industries as trade, services, finance, insurance and real estate show renewed strength for 1984 and 1985. This reflects improved household and business financial positions and a rising level of real incomes, primarily generated by growth in overall employment.

Two nonmanufacturing industry groups in Wisconsin, as in the U.S., will show relative weakness in job growth. These are government and the regulated industry groups (transportation, communication, and utilities). Government employment is expected to show little or no growth as state and local governments struggle to restore budget balances and federal aid programs remain restrained. The regulated industries will continue to show weak employment gains as national restructuring takes place in the wake of deregulation. Competitive forces will require control of labor costs, which trans translates into a prospect of weak employment gains for these industries.

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December 1983

JOB SERVICE WISCONSIN

Wisconsin Employment and Economic Indicators

1984

WISCONSIN DATA AND SOURCES

	INDICATOR	SOURCE
L1	Average Work Week, Manufacturing	Wis. Dept. of Industry, Labor and Human Relations
L2	Average Overtime Hours, Mfg.	Wis. Dept. of Industry, Labor and Human Relations
L3	Average Weekly Initial Claims	Wis. Dept. of Industry, Labor and Human Relations
L4	Business Failures (Dollars)	Dun & Bradstreet, Inc.
L5	Business Failures (Number)	Dun & Bradstreet, Inc.
L6	New Business Incorporations	Wisconsin Secretary of State
L7	Net Gain in Business Phone Access Lines	Wis. Telephone Co. and General Telephone Co.
L8	Building Plans Examined	Wis. Dept. of Industry, Labor and Human Relations
C1	Help-Wanted Advertising Index (Milw.)	National Industrial Conference Board
C2	Total Unemployment Rate	Wis. Dept. of Industry, Labor and Human Relations
C3	Natural Gas Sales	Wisconsin Public Service Commission
C4	New Car Registrations	Wis. Department of Transportation
C5	Electric Power Sales	Wisconsin Public Service Commission
C6	Total Securities Registrations	Wisconsin Commissioner of Securities
C7	Personal Income	"Business Week," McGraw Hill
C8	Average Weekly Earnings, Mfg.	Wis. Dept. of Industry, Labor and Human Relations
C9	Cash Receipts From Farm Marketing	U.S. Department of Agriculture
C10	Contract Construction Employment	Wis. Dept. of Industry, Labor and Human Relations
X1	Birth Registrations	Wis. Department of Health and Social Services
X2	Death Registrations	Wis. Department of Health and Social Services
X3	Natural Net Gain in Population	Wis. Department of Health and Social Services
X4	Marriage Registrations	Wis. Department of Health and Social Services
X5	Consumer Price Index (Milwaukee)	U.S. Bureau of Labor Statistics
X6	Index of Prices Received By Farmers	Wisconsin Department of Agriculture
X7	Net Gain in Residential Phone Access Lines	Wis. Telephone Co. and General Telephone Co.
X8	Total Job Openings Received	Wis. Dept. of Industry, Labor and Human Relations
X9	Manufacturing Employment	Wis. Dept. of Industry, Labor and Human Relations

NOTES: Selected series are seasonally adjusted by the Bureau of the Census X-11 Variant of the Census Method II Seasonal Adjustment Program. The adjusted data are plotted on arithmetic scales.

SECTION A is a summary of recent data and current changes for all indicators and is presented in chart form. The indicators are presented with cyclical timing as the principle basis of classification.

SECTION B is a summary of Wisconsin Labor Force Estimates, including Employment, Unemployment and Unemployment Rates, and selected U.S. data.

SECTION C analyzes the Wisconsin labor force by industry and by specified Standard Metropolitan Statistical Areas.

SECTION D singles out certain economic time series as being leading or coinciding in relation to movements in aggregate economic activity. They are seasonally adjusted and presented graphically. The indicators are grouped by cyclical timing.

COVER GRAPHIC: Courtesy of Cynthia K. Meden

THE WISCONSIN ECONOMY

SUMMARY FOR NOVEMBER

LEADING INDICATORS OF WISCONSIN'S ECONOMIC ACTIVITY PRESENT A MIXED SCENARIO. EMPLOYMENT FIGURES ARE PARTICULARLY NOTEWORTHY. NOVEMBER IS THE THIRD STRAIGHT MONTH OF BETTER-THAN-NORMAL EMPLOYMENT

UNEMPLOYMENT IS PERFORMING IN ITS TRADITIONAL MID-RECOVERY MANNER, BUT REMAINS HIGH EVEN WHILE EMPLOYERS ARE HIRING. STILL, THE STATE'S ECONOMY WAS ABLE TO ABSORB 6 OUT OF EVERY 10 REENTRANTS AND NEW ENTRANTS INTO THE LABOR MARKET.

LEADING INDICATORS

The average weekly hours worked by manufacturing production workers increased by 3-tenths of an hour. The gain is less than normal for the October to November period, and indicates that employers are adding workers rather than adding to the length of the workweek. The unchanged average overtime hours during November shows the more-workers-rather-than-over time trend. Overtime hours do normally decrease just slightly in November, so the seasonally adjusted trend is up a bit. And, this month's overtime average is well above the year ago level.

A hefty increase of initial claims for unemployment compensation brought the average weekly level to over 15-thousand in November. Much of the increase is related to seasonal factors, but even adjusted for that, the trend is up for the month. Other months since the recovery began have had higher claim levels, and November's figure is still well below the year ago average.

New business incorporations are donw in November, but only slightly. When adjusted for seasonal patterns, the trend is up.

Building plans examined are down in November. However, the previous month's figure was very high.

OTHER INDICATORS

The Help-Wanted Advertising Index rose to 47 in November. The index, calculated on a base of 100, is a measure of the volume of help-wanted ads placed by employers. This month's figure is the highest since mid-1980.

New car registrations increased modestly during November, a month which usually shows a slight increase. Only June and August had greater numbers of registrations this year.

LABOR FORCE

Employment throughout the state increased significantly in November. The newly employed grew by over 13-thousand in a month which usually shows a slight decrease. Unemployment, however, also increased. The growth in unemployment was smaller than the employment gain, and much of the new unemployment was due to normal seasonal patterns.

All of the state's major employment sectors had normal to better than normal employment gains in November. Manufacturing employment, the largest sector, led in the gains. The improvement was concentrated in the important durable-goods component, which added 14,600 jobs. The non-durable goods industries had a loss of about 4,200 jobs, but that is about normal for this month.

The Contract Construction section recorded a loss of about 300 jobs, but that is at a time when construction employment cutbacks are usually much larger due to the onset of winter.

Section

A WISCONSIN ECONOMIC INDICATORS

INDICATOR	UNIT	MONTHLY SERIES Latest Month	Mo/Ago	Yr/Ago	% CHANGE Mo/Ago	% CHANGE Yr/Ago	AVG. 1982
LEADING INDICATORS							
L1 AVG. WORK WEEK, MFG.							
Unadjusted	HOURS	41.4 Nov	41.1	40.0	0.7	3.5	39.6
Seasonally Adjusted		40.9	41.1	39.5	-0.5	3.5	
L2 AVG. OVERTIME HOURS, MFG.							
Unadjusted	HOURS	3.2 Nov	3.2	2.4	0.0	33.3	2.3
Seasonally Adjusted		3.1	3.0	2.3	3.3	34.8	
L3 AVG. WEEKLY INITIAL CLAIMS							
Unadjusted	NUMBER	15,918 Nov	9,064	23,792	76.3	-33.1	16,424
Seasonally Adjusted		13,243	9,841	19,802	34.6	-33.1	
L4 BUSINESS FAILURES							
Unadjusted	THOUS.	6,812 Jul82	6,635	2,614	2.7	160.6	-
Seasonally Adjusted	DOL.	11,972	4,836	4,596	147.6	160.5	
L5 BUSINESS FAILURES							
Unadjusted	NUMBER	29 Jul82	32	14	-9.4	107.1	-
Seasonally Adjusted		49	23	24	113.0	104.2	
L6 NEW BUSINESS INCORPORATIONS							
Unadjusted	NUMBER	532 Nov	543	549	-2.0	-3.1	518
Seasonally Adjusted		593	557	612	6.5	-3.1	
L7 NET GAIN IN BUSINESS PHONE *ACCESS LINES*							
Unadjusted	NUMBER	1,147 Nov	-379	-626	402.6	283.2	68
Seasonally Adjusted		1,987	82	214	2323.2	828.5	
L8 BUILDING PLANS EXAMINED							
Unadjusted	NUMBER	268 Nov	481	294	-44.3	-8.8	219
Seasonally Adjusted		234	356	257	-34.3	-8.9	
ROUGHLY COINCIDENT INDICATORS							
C1 HELP-WANTED INDEX (MILW.)							
Seasonally Adjusted	INDEX	47 Nov	41	31	14.6	51.6	35
C2 UNEMPLOYMENT RATE, TOTAL							
Unadjusted	PERCENT	8.9 Nov	8.6	10.7	-	-	10.7
Seasonally Adjusted		9.2	9.1	11.7	-	-	
C3 NATURAL GAS SALES							
Unadjusted	MIL.	193.3 Oct	130.6	188.9	48.0	2.3	258.3
Seasonally Adjusted	THERMS	226.6	249.7	221.4	-9.3	2.3	
C4 NEW CAR REGISTRATIONS							
Unadjusted	NUMBER	15,258 Nov	13,907	14,218	9.7	6.8	11,886
Seasonally Adjusted		14,887	12,728	13,868	17.0	7.3	
C5 ELECTRIC POWER SALES							
Unadjusted	MIL. KWH	1802.2 Oct	1762.8	1662.6	2.2	8.4	1673.7
Seasonally Adjusted		1772.1	1784.2	1634.3	-0.7	8.4	

WISCONSIN ECONOMIC INDICATORS

INDICATOR	UNIT	MONTHLY SERIES Latest Month		Mo/Ago	Yr/Ago	% CHANGE Mo/Ago	Yr/Ago	AVG. 1982
C6 TOTAL SECURITIES REGISTRATIONS								
Unadjusted	MIL. DOL.	155.4	Nov	137.2	198.6	13.3	-21.8	73.4
Seasonally Adjusted		153.6		134.2	196.3	14.5	-21.8	
C7 PERSONAL INCOME								
Unadjusted	MIL. DOL.	4,345	Aug	4,387	4,127	-1.0	5.3	4,158
Seasonally Adjusted		4,380		4,400	4,162	-0.5	5.2	
C8 AVG. WEEKLY EARNINGS, MFG.								
Unadjusted	DOLLARS	414.00	Nov	403.60	385.77	2.6	7.3	371.03
Seasonally Adjusted		404.69		403.20	377.19	0.4	7.3	
C9 CASH RECEIPTS FROM FARM MKTG.								
Unadjusted	MIL. DOL.	414.5	Sep	458.5	422.3	-9.6	-1.8	419.4
Seasonally Adjusted		430.9		441.7	438.9	-2.7	-1.8	
C10 CONTRACT CONSTRUCTION EMPL.								
Unadjusted	THOUS.	55.9	Nov	56.2	54.1	-0.5	3.3	52.2
Seasonally Adjusted		51.9		50.8	50.2	2.2	3.4	
OTHER KEY INDICATORS								
X1 BIRTH REGISTRATIONS								
Unadjusted	NUMBER	5,291	Nov	6,128	6,060	-13.7	-12.7	6,186
Seasonally Adjusted		5,671		6,318	6,496	-10.2	-12.7	
X2 DEATH REGISTRATIONS								
Unadjusted	NUMBER	3,057	Nov	3,285	3,299	-6.9	-7.3	3,336
Seasonally Adjusted		3,039		3,359	3,279	-9.5	-7.3	
X3 NATURAL NET GAIN POPULATION								
Unadjusted	NUMBER	2,234	Nov	2,843	2,761	-21.4	-19.1	2,851
Seasonally Adjusted		2,533		2,955	3,130	-14.3	-19.1	
X4 MARRIAGE REGISTRATIONS								
Unadjusted	NUMBER	3,059	Nov	4,527	2,508	35.1	22.0	3,517
Seasonally Adjusted		4,145		4,667 (Sep)	3,397	-11.2	22.0	
X5 CONSUMER PRICE INDEX (MILW.)								
Unadjusted	INDEX	312.5	Nov	313.9	303.1	-0.4	3.1	296.3
X6 PRICES RECEIVED BY FARMERS								
Unadjusted	INDEX	141	Nov	142	141	-0.7	0.0	143
Seasonally Adjusted		140		141	140	-0.7	0.0	
X7 NET GAIN IN RESIDENTIAL PHONE *ACCESS LINES*								
Unadjusted	NUMBER	2,159	Nov	1,389	747	55.4	189.0	-416
Seasonally Adjusted		1,398		458	-14	205.2	-	
X8 TOTAL JOB OPENINGS REC.								
Unadjusted	NUMBER	7,305	Oct	8,101	5,088	-9.8	43.6	5,064
Seasonally Adjusted		7,379		6,184	5,142	19.3	43.5	
X9 MANUFACTURING EMPL.								
Unadjusted	THOUS.	497.1	Nov	497.1	477.9	0.0	4.0	496.8
Seasonally Adjusted		495.6		493.6	476.5	0.4	4.0	

Section

B

LABOR FORCE ESTIMATES

WISCONSIN LABOR FORCE ESTIMATES NOVEMBER	(In Thousands)			Pct. Chg.	
	Latest Month	Month Ago	Year Ago	Month Ago	Year Ago
Unadjusted					
CIVILIAN LABOR FORCE	2464.8	2442.7	2444.7	0.9	0.8
Employment (Inc. Labor Disputes)	2244.8	2231.6	2183.4	0.6	2.8
Unemployment	220.1	211.1	261.3	4.3	-15.8
Unemployment Rate	8.9	8.6	10.7	-	-
Seasonally Adjusted					
CIVILIAN LABOR FORCE	2436.5	2421.3	2446.9	0.6	-0.4
Employment (Inc. Labor Disputes)	2212.6	2200.2	2160.0	0.6	2.4
Unemployment	223.9	221.1	286.9	1.3	-22.0
Unemployment Rate	9.2	9.1	11.7	-	-

WISCONSIN EMPLOYMENT ESTIMATES NOVEMBER	(In Thousands)			Pct. Chg.	
	Latest Month	Month Ago	Year Ago	Month Ago	Year Ago
TOTAL NONFARM WAGE AND SALARY WORKERS	1895.4	1883.5	1867.0	0.6	1.5
Unadjusted					
Manufacturing	497.0	486.7	477.3	2.1	4.1
Mining	2.5	2.5	2.0	0.0	25.0
Contract Construction	55.9	56.2	54.1	-0.5	3.3
Transportation and Public Utilities	86.4	87.1	87.0	-0.8	-0.7
Elec., Gas and Sanitary Services	17.0	16.9	17.0	0.6	0.0
Wholesale Trade	102.9	102.6	100.9	0.3	2.0
Retail Trade	337.3	335.0	335.7	0.7	0.5
General Merchandise	45.7	44.3	47.0	3.2	-2.8
Finance, Insurance and Real Estate	98.6	98.7	97.3	-0.1	1.3
Banking	27.2	27.2	26.6	0.0	2.3
Insurance	30.4	30.3	31.3	0.3	-2.9
Service and Miscellaneous	389.7	391.7	384.9	-0.5	1.2
Hospitals	72.7	73.0	74.0	-0.4	-1.8
Private Education	25.3	25.2	25.8	0.4	-1.9
Government	325.0	323.0	327.5	0.6	-0.8
State Government	81.6	81.7	81.6	-0.1	0.0
Local Government	215.4	213.5	218.2	0.9	-1.3

UNITED STATES LABOR FORCE ESTIMATES NOVEMBER	(In Thousands)			Pct. Chg.	
	Latest Month	Month Ago	Year Ago	Month Ago	Year Ago
Seasonally Adjusted					
CIVILIAN LABOR FORCE	112,036	111,815	111,042	0.2	0.9
Employment	102,671	101,928	99,136	0.7	3.6
Unemployment	9,364	9,886	11,906	-5.3	-21.4
Unemployment Rate	8.4	8.8	10.7	-4.5	-21.5

MANUFACTURING EMPLOYMENT *(Unadjusted)* NOVEMBER	(In Thousands)		
	Latest Month	Month Ago	Year Ago
All Manufacturing (Including Canning)	497.0	486.7	477.3
All Manufacturing (Excluding Canning)	486.6	472.0	465.9
Durable Goods	309.1	294.5	291.4
Lumber and Wood Prod., (Except Furniture)	21.6	21.4	18.9
Sawmills and Planning Mills	2.5	2.5	2.5
Millwork, Veneer, Plywood & Prefab. Wood Prod.	9.9	10.0	8.7
Furniture and Fixtures	9.2	9.1	8.4
Household Furniture	4.2	4.1	3.9
Stone, Clay and Glass Products	7.5	7.3	7.0
Concrete, Gypsum and Plaster Products	3.2	3.2	3.1
Primary Metal Industries	18.8	19.0	17.3
Iron and Steel Foundries	10.7	10.7	9.7
Fabricated Metal Products	49.3	47.3	47.0
Heating Equipment (Except Electrical) & Plumbing Fixtures	5.5	3.8	5.4
Fabricated Structural Metal Products	11.4	11.1	10.9
Metal Stampings	12.3	12.4	11.9
Machinery (Except Electrical)	98.6	87.6	96.2
Engines and Turbines	22.0	11.5	20.5
Farm Machinery and Equipment	14.6	14.6	14.1
Const., Min. & Material Handling Mach. & Equip.	13.4	13.4	11.8
Metalworking Machinery and Equipment	9.9	9.8	10.2
Special Industry Machinery (Except Metalworking)	9.0	9.0	9.9
General Industrial Machinery and Equipment	12.6	12.6	13.0
Service Industry Machines	7.4	7.2	7.4
Electrical Machinery, Equipment and Supplies	49.5	49.3	48.3
Electrical Industrial Apparatus	16.5	16.5	17.2
Household Appliances	6.7	6.7	6.6
Transportation Equipment	35.1	34.2	28.7
Motor Vehicles and Equipment	29.3	28.7	23.7
Instruments and Related Products	9.9	9.7	10.0
Miscellaneous Manufacturing	9.6	9.7	9.6
Nondurable Goods	187.9	192.1	186.2
Food and Kindred Products	61.9	66.2	63.9
Meat Products	13.9	13.9	13.5
Dairy Products	16.7	17.0	16.8
Canning and Preserving	10.4	14.6	11.7
Bakery Products	4.4	4.3	4.5
Beverage Industries	9.9	9.8	10.9
Textile Mill Products	4.6	4.7	4.0
Knitting Mills	3.8	3.9	3.4
Apparel and Other Finished Products	6.1	6.2	5.9
Paper and Allied Products	47.2	47.2	46.3
Pulp and Paper Mills	29.7	29.7	29.3
Converted Paper and Paperboard Products	9.4	9.3	9.0
Paperboard Containers and Boxes	7.0	7.0	6.9
Printing, Publishing and Allied Industries	32.3	32.1	31.8
Newspapers	10.7	10.6	10.6
Commercial Printing	13.1	13.0	12.6
Chemicals and Allied Products	9.3	9.5	9.5
Rubber and Misc. Plastics Products	17.4	17.3	15.9
Miscellaneous Plastics Products	13.3	13.1	12.1
Leather and Leather Products	8.6	8.7	8.4
Leather Tanning and Finishing	2.5	2.5	2.4
Footwear (Except Rubber)	4.5	4.4	4.4
Other Nondurable Goods	0.3	0.3	0.3

Section

C WISCONSIN EARNINGS AND HOURS DATA

EARNINGS AND HOURS *(Unadjusted)* NOVEMBER	Average Weekly Earnings			Average Weekly Hours		
	Latest Month	Mo. Ago	Yr. Ago	Latest Month	Mo. Ago	Yr. Ago
All Manufacturing (Incl. Canning)	$414	$404	$386	41.4	41.1	40.0
All Manufacturing (Excl. Canning)	420	412	391	41.7	41.4	40.2
Durable Goods	423	412	394	41.5	41.2	39.9
Lumber/Wood Prod. (Exc. Furn.)	305	304	276	41.4	41.3	39.2
Furniture and Fixtures	310	310	284	41.9	41.9	40.4
Stone, Clay and Glass Products	388	377	377	42.3	41.9	41.9
Primary Metal Industries	400	389	374	41.9	40.9	38.7
Iron and Steel Foundries	419	404	369	43.0	41.2	38.2
Fabricated Metal Products	415	399	395	41.4	40.5	40.5
Fab. Structural Metal Prod.	441	422	409	44.1	42.0	42.9
Metal Stampings	370	364	358	38.5	38.2	37.8
Machinery (Except Electrical)	469	447	444	41.4	41.0	39.9
Engines and Turbines	496	438	479	39.9	40.0	39.2
Farm Machinery and Equip.	517	514	497	42.6	42.6	41.2
Const. and Related Mach.	468	465	450	40.3	40.2	39.5
Metalworking Mach. and Equip.	439	431	406	40.5	39.9	38.8
Spec. Ind. Mach. (Exc. Metal).	496	471	454	45.2	43.5	42.5
Gen. Industrial Mach. and Equip.	476	454	456	41.4	40.3	39.9
Electrical Mach., Equip. and Supp.	393	388	361	41.1	41.2	39.5
Electrical Industrial Apparatus	422	419	387	41.3	41.3	39.2
Transportation Equipment	544	559	507	42.3	43.0	41.0
Instruments and Related Prod.	354	343	311	41.5	39.1	37.3
Nondurable Goods	400	390	372	41.3	40.8	40.3
Food and Kindred Products	365	353	359	39.0	38.4	39.2
Meat Products	379	408	405	40.1	40.4	39.8
Dairy Products	375	366	356	40.4	39.9	40.0
Textile Mill Products	273	276	237	39.5	41.0	38.2
Apparel and Other Fin. Prod.	228	227	204	38.5	38.6	36.8
Paper and Allied Products	500	492	457	46.0	45.3	44.6
Pulp and Paper Mills	533	531	482	46.7	46.5	45.1
Printing, Pub. and Allied Prod.	462	454	404	40.7	40.6	38.2
Chemicals and Allied Products	441	443	404	42.3	42.5	40.3
Rubber and Misc. Plastics Prod.	334	328	312	40.5	39.9	39.3
Leather and Leather Products.	262	259	247	39.8	39.4	37.8

Section

C WISCONSIN EARNINGS AND HOURS DATA

EARNINGS AND HOURS *(Unadjusted)* NOVEMBER	Average Hourly Earnings Including O.T.			Average Hourly Earnings Excluding O.T.		
	Latest Month	Mo. Ago	Yr. Ago	Latest Month	Mo. Ago	Yr. Ago
All Manufacturing (Incl. Canning)	10.00	9.82	9.64	9.61	9.45	9.36
All Manufacturing (Excl. Canning)	10.07	9.94	9.74	9.68	9.56	9.45
Durable Goods	10.20	10.00	9.89	9.86	9.68	9.69
Lumber/Wood Prod. (Exc. Furn.)	7.36	7.35	7.04	7.16	7.15	6.93
Furniture and Fixtures	7.40	7.41	7.04	7.33	7.36	-
Stone, Clay and Glass Products	9.18	8.99	9.01	8.91	8.71	8.85
Primary Metal Industries	9.55	9.51	9.65	9.26	9.22	9.27
Iron and Steel Foundries	9.75	9.81	9.65	9.45	9.50	9.31
Fabricated Metal Products	10.03	9.86	9.76	9.63	9.48	9.47
Fab. Structural Metal Prod.	9.99	10.05	9.53	9.66	9.71	9.31
Metal Stampings	9.62	9.53	9.47	9.45	9.36	9.38
Machinery (Except Electrical)	11.34	10.91	11.14	11.04	10.66	11.00
Engines and Turbines	12.43	10.94	12.20	12.07	10.71	12.06
Farm Machinery and Equip.	12.14	12.06	12.08	11.88	11.79	11.92
Const. and Related Mach.	11.62	11.57	11.38	11.48	11.48	11.20
Metalworking Mach. and Equip.	10.83	10.80	10.48	10.49	10.48	10.46
Spec. Ind. Mach. (Exc. Metal).	10.97	10.82	10.67	10.62	10.43	10.40
Gen. Industrial Mach. and Equip.	11.49	11.27	11.43	11.04	11.00	11.35
Electrical Mach., Equip. and Supp.	9.56	9.42	9.14	9.30	9.16	9.03
Electrical Industrial Apparatus	10.22	10.15	9.87	10.02	9.96	9.79
Transportation Equipment	12.86	12.99	12.35	12.25	12.40	11.93
Instruments and Related Prod.	8.53	8.78	8.34	8.32	8.60	-
Nondurable Goods	9.68	9.56	9.25	9.17	9.08	8.82
Food and Kindred Products	9.37	9.18	9.15	8.83	8.70	8.68
Meat Products	9.44	10.09	10.16	8.95	9.54	9.63
Dairy Products	9.27	9.18	8.90	8.88	8.82	8.54
Textile Mill Products	6.91	6.74	6.22	6.75	6.52	6.15
Apparel and Other Fin. Prod.	5.93	5.89	5.53	5.75	5.70	5.41
Paper and Allied Products	10.87	10.86	10.25	10.34	10.33	9.76
Pulp and Paper Mills	11.41	11.41	10.67	10.85	10.85	10.12
Printing, Pub. and Allied Prod.	11.36	11.17	10.58	-	-	-
Chemicals and Allied Products	10.43	10.42	10.02	10.18	10.18	9.89
Rubber and Misc. Plastics Prod.	8.25	8.23	7.94	7.95	7.95	7.73
Leather and Leather Products.	6.59	6.57	6.53	6.46	6.45	6.45

Section

C SUMMARY OF RECENT WISCONSIN DATA

EARNINGS AND HOURS, MFG. Production Workers (Unadjusted) NOVEMBER	Average Weekly Earnings			Average Weekly Hours			Average Hourly Earnings Including O.T.			Average Hourly Earnings Excluding O.T.	
	Latest Month	Month Ago	Year Ago	Latest Month	Month Ago	Year Ago	Latest Month	Month Ago	Year Ago	Latest Month	Month Ago
United States	$366	$363	$338	40.8	40.7	39.3	8.97	8.91	8.61	-	-
Wisconsin	414	404	386	41.4	41.1	40.0	10.00	9.82	9.64	9.61	9.45
Selected Areas											
Appleton-Oshkosh (Calumet-Winnebago-Outagamie)	412	401	383	43.0	42.3	41.8	9.59	9.49	9.16	9.18	9.10
Beloit (City)	453	447	427	46.9	47.4	44.0	9.66	9.43	9.72	-	-
Eau Claire (Eau Claire-Chippewa)	400	398	373	41.6	41.9	41.1	9.62	9.51	9.08	9.28	9.20
Fond du Lac (County)	356	353	334	40.2	40.2	40.6	8.87	8.79	8.24	8.75	8.66
Green Bay (Brown County)	442	426	418	42.1	41.4	41.8	10.51	10.28	10.00	9.92	9.70
Janesville (City)	490	597	421	39.3	45.2	38.1	12.46	13.23	11.06	12.30	12.73
Janesville-Beloit (Rock County)	449	509	382	41.2	44.7	40.2	10.90	11.39	9.51	10.66	10.88
Kenosha (County)	517	489	504	42.6	41.3	42.1	12.13	11.84	11.99	11.32	11.31
La Crosse (County)	357	349	347	39.4	38.7	39.3	9.06	9.03	8.85	8.76	8.77
Madison (Dane County)	355	381	359	39.1	40.2	38.9	9.08	9.47	9.24	8.74	9.05
Manitowoc (County)	319	312	294	38.2	37.8	36.8	8.35	8.26	8.00	8.23	8.11
Milwaukee (Milwaukee-Ozaukee-Waukesha-Washington)	460	446	427	41.5	41.2	40.0	11.08	10.83	10.68	10.63	10.40
Racine (County)	433	425	405	41.6	41.2	39.6	10.42	10.31	10.23	9.99	9.94
Sheboygan (County)	375	372	356	39.8	40.4	39.5	9.43	9.21	9.02	9.18	8.77
Wausau (Marathon County)	392	391	361	42.4	42.1	40.6	9.25	9.28	8.90	8.78	8.85

EMPLOYMENT, MFG. (Unadjusted) NOVEMBER	(In Thousands)			Percent Change	
	Latest Month	Month Ago	Year Ago	Month Ago	Year Ago
United States	19,253.0	19,212.0	18,299.0	0.2	5.2
Wisconsin	497.0	486.7	477.3	2.1	4.1
Selected Areas					
Appleton-Oshkosh (Calumet-Winnebago-Outagamie)	44.8	44.8	42.1	0.0	6.4
Beloit (City)	5.7	5.7	6.1	0.0	-6.6
Eau Claire (Eau Claire-Chippewa)	8.9	9.1	8.7	-2.2	2.3
Fond du Lac (County)	9.8	10.0	10.1	-2.0	-3.0
Green Bay (Brown County)	21.2	21.5	21.5	-1.4	-1.4
Janesville (City)	10.8	10.7	7.3	0.9	47.9
Janesville-Beloit (Rock County)	19.2	19.0	15.6	1.1	23.1
Kenosha (County)	18.8	18.3	16.9	2.7	11.2
La Crosse (County)	9.9	9.8	9.8	1.0	1.0
Madison (Dane County)	19.1	19.4	19.0	-1.5	0.5
Manitowoc (County)	11.9	12.2	10.8	-2.5	10.2
Milwaukee (Milwaukee-Ozaukee-Waukesha-Washington)	164.9	156.0	163.4	5.7	0.9
Racine (County)	23.7	23.4	22.6	1.3	4.9
Sheboygan (County)	18.5	16.0	17.4	15.6	6.3
Wausau (Marathon County)	11.4	11.4	10.5	0.0	8.6

PLANNING HELPS JOB SEARCH

by Lloyd Larson
Madison Area Technical College

Among the host of "how-to" books appearing during the last several years are those dealing with mid-life career changing. Both the print media and broadcast industry have devoted space, time and effort to the subject, suggesting a significant number of workers are indeed searching for a different job. True, large numbers of workers are looking for jobs because of automation or non-competitive industries have eliminated their previous job. The latest recession was particularly severe on manufacturing production workers, and foreign competition has forced domestic industry to modernize and economize, thus eliminating jobs in many cases. But there are likely also a large number of workers, holding jobs, who switch jobs or want to switch jobs simply because they don't like their jobs. What to do for a living is one of the primary decisions facing an adult and many who find they want a career change simply don't have an idea of how to go about it. Commitment to a job and the influence of a job on an individual are too great to leave career decisions to chance. The "ideal" job would be doing what one wants to work at, where one wants, and under what circumstances. There are drawbacks to all jobs; there is no perfect job. But one can come close to his or her ideal. It is not easy. It requires work, money, perseverance, and above all, the stamina of getting involved and staying involved in a job search.

The decision of what kind of work to do can be difficult. For those already employed, job transfers, career ladders and "in-house" training offered by employers can aid career choice. Those permanently laid off from a job or those re-entering the labor force after an absence will have a more difficult time of career choice. The decision is often influenced for those returning to vocational training, by training programs available, curriculums, instructors, relatives, friends and a host of other well-meaning people. Individuals do possess different job skills and that ought to be a factor in career selection. Generally speaking, one tends to do well in his or her area of interest. So, in the final analysis, each must decide for him or herself. For many this responsibility may be understandable, yet not accomplishable because they don't know how to start investigating what they want to do, let alone realizing that they can do many things. They are responsible for their limitations, too.

Every industry has three basic areas to be considered: sales and service, research and development, and manufacturing. Chances are that the person will be employed somewhere within these areas. Someone has to sell it, someone has to think it up, and certainly someone has to make it. The person, therefore, must start a fact-finding strategy to find out about the jobs which exist in these areas that appeal to what they want. A job seeker should go to the library and research five national, five regional, five local employers, and five associations which represent the employment areas of interest. Copy down all

the information needed in terms of either writing a letter or visiting in person--remember finding the job is going to take work, perserverance and stamina. Now the person should have at least 40-60 names and addresses of people doing the things that represent what the person doing the job research wants to do. For the sources of information that are not local, a letter will do; and for the sources of information that are local an appointment is better. In either case, the person will be communicating to find out as much about the potential job as possible. It is important to understand that business is always looking for good new people.

The job seeker may be just what the business is looking for. Business will certainly talk to someone with such initiative. He or she should ask the business what a person with his or her background can do in their organization (a resume and a college or high school transcript or curriculum schedule is a must), what the jobs involve, and what that particular business regards as employable skills. Now, the person will have at least 50 different viewpoints of what these jobs actually are like.

The next task is to combine what the job seeker wants to do with where he or she wants to do it. Again, this decision rests on the individual's willingness to get involved. Obviously, the easy way out is to say "I like where I am right now." Furthermore, for many the decision is compounded by the lack of experience with either traveling or living in different places. In other words, they have not the slightest idea of what other communities are like. How to find out? The job seeker should go back to the library to get the addresses of Visitor's Bureaus, Convention Promotional Bureaus, Chamber of Commerce, the newspapers and city hall itself, write them and ask about the city. He or she should find out about the climate, taxes, transportation, park systems, real estate, how much it costs to have a car repaired, churches, library systems, schools, or anything else of interest. A job not only creates a standard of living, but it determines quality of life in terms of where one lives and what that place has to offer. Another way to find out about a community is to read books about its history. That, too, will give some important clues into the type of environment being investigated. Research with an open mind is necessary to learn about the community rather than confirm something already in mind. Lastly, and perhaps the most informative way to learn about a new place is to talk to people who have either been there or better yet, have lived there. Again, this takes work, money and staminia.

The last task is to combine what the job seeker wants to do and where he or she wants to do it with doing it under the preferred circumstances. This is perhaps the most difficult part of the entire decision to research because it is so purely subjective. However, the job seeker can research it from the point of view of what

(Continued on back cover)